

*What is Claimed is:*

1. A motorized vehicle tire device, comprising:

a motorized vehicle tire configured to display a non-black and non-white colored surface preferably on at least twenty-five percent (25%) of an outer surface of said tire.

2. A motorized vehicle tire device, comprising:

a motorized vehicle tire configured to display a non-black and non-white colored surface preferably on at least thirty percent (30%) of an outer surface of said tire.

3. A motorized vehicle tire device, comprising:

a motorized vehicle tire configured to display a non-black and non-white colored surface preferably on at least thirty-five percent (35%) of an outer surface of said tire.

4. A device according to claim 1, wherein said tire is configured to display a non-black and non-white colored surface more preferably on at least fifty percent (50%) of an outer surface of said tire.

5. A device according to claim 2, wherein said tire is configured to display a non-black and non-white colored surface most preferably on at least ninety percent (90%) of an outer surface of said tire.

6. A device according to claim 1, wherein said non-black and non-white colored surface is a single colored surface.

7. A device according to claim 1, wherein said non-black and non-white colored surface is a multiple colored surface.

8. A device according to claim 1, wherein said outer surface of said tire includes at least one black colored portion.

9. A device according to claim 7, wherein said outer surface includes at least one white colored portion.

10. A device according to claim 1, wherein said tire is provided with a visual pattern.

11. A device according to claim 1, wherein said visual pattern is a colored pattern.

12. A device according to claim 1, wherein said tire is provided with lettering.

13. A device according to claim 12, wherein said tire is provided with raised lettering.

14. A device according to claim 1, wherein said tire is provided with at least one symbol.

15. A device according to claim 1, wherein said tire is configured to display advertisement.

16. A device according to claim 1, wherein said tire is provided with artwork.

17. A device according to claim 1, wherein said tire is provided with at least one raised pattern.

18. A device according to claim 1, wherein said tire is provided with at least one pin stripe.

19. A device according to claim 17, wherein said pin strip is a raised pin stripe.

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20. A device according to claim 1, wherein said non-black and non-white colored surface is configured to remain substantially the same color throughout a life time of said tire.
21. A device according to claim 1, wherein said non-black and non-white colored surface is configured to change color with time.
22. A device according to claim 1, wherein said non-black and non-white colored surface is configured to change color with wear.
23. A device according to claim 1, wherein said non-black and non-white colored surface is configured to change color when activated by at least one selected from the group consisting of electromagnetic radiation, chemical, pressure and temperature.
24. A device according to claim 22, wherein said change of color is reversible.
25. A device according to claim 22, wherein said change of color is irreversible.
26. A device according to claim 1, including a device for lighting said tire.
27. A device according to claim 1, wherein an outer surface of at least one sidewall is a same color as an outer surface of said tread.
28. A device according to claim 1, wherein an outer surface of at least one sidewall is a different color from an outer surface of said thread.
29. A device according to claim 1, wherein adjacent threads are different colored surfaces.

30. A device according to claim 1, including a wheel, said tire being mounted on said wheel.

31. A device according to claim 29, wherein said tire is color coordinated with said wheel.

32. A device according to claim 1, wherein said tire is colored coordinated with the vehicle.

33. A device according to claim 1, wherein said tire is colored coordinated with at least one wheel and the vehicle.

34. A device according to claim 1, wherein said tire is colored coordinated with wheels of the vehicle, the exterior paint and trim of the vehicle, and an interior color and trim of the vehicle.

35. A device according to claim 1, wherein a chemical composition used to make said tire provides a substantially uniform colored surface when formed.

36. A device according to claim 34, wherein said chemical composition remains substantially uniform in color throughout its depth when formed.

37. A device according to claim 1, wherein a chemical composition used to make said tire provides a non-uniform colored surface when formed.

38. A device according to claim 1, wherein said chemical composition used to make said tire provides a patterned colored surface along at least one axis when formed.

39. A device according to claim 1, wherein said tires are made of a chemical composition that includes a coloring agent or additive.

40. A device according to claim 38, wherein said tires of made of a chemical composition that includes a coloring agent that is dispersed throughout the density of said composition and such coloring agent is capable of forming a non-black and non-white color that is fully developed throughout the depth of the tire composition.

5 41. A device according to claim 40, wherein said coloring agent is chosen from the group consisting of metallic particles, metallic alloys, oxides of metals, dyes, pigments, photochromatic materials, reflective materials, and silica based compositions.

42. A device according to claim 1, wherein said tire is configured to change color when said tire changes temperature.

10 43. A device according to claim 1, wherein said tire is configured to change color when said tire changes pressure.

44. A device according to claim 41, wherein said tire is configured to change color when said tire changes pressure.

15 45. A device according to claim 1, wherein said tire is configured so that said tire changes color when the vehicle changes speed.